TATYANA KANEVA

Digital Marketing Specialist

+359 89 585 5974

ttatyana.kaneva@gmail.com

Plovdiv, Bulgaria

LANGUAGE

- English
- French(B1)

SKILLS

- Copywriting for Social Media & Ads
- Content Planning & Social Media Management
- Basic Knowledge of SEO & Content Optimization
- Email Marketing
- Basic Knowledge of Facebook & Google Ads Management
- Campaign Performance Analysis
- Social Media & Community Management
- Creative Thinking

TOOLS & SOFTWARE

- Microsoft Office
- Figma
- SEMrush
- Meta Business Suite
- WordPress
- Photoshop
- InDesign
- Canva
- Google Analytics

COURCES

- Marketing Basic (Softuni) - 2022
- SEMrush Course - 2024

EXPERIENCE

LaDigue
Plovdiv, Bulgaria
03.2023 - 10.2023

Responsibilities:
- Managed and scheduled social media posts for multiple brands, ensuring timely delivery and adherence to brand guidelines.
- Developed engaging ad copies and post copies to increase social media engagement and brand awareness.
- Collaborated with influencers to promote brand campaigns.
- Independently gained experience with SEO tools like SEMrush outside of work hours, conducting keyword research and exploring ranking optimization techniques to enhance content visibility.
- Independently developed skills in Facebook Ads management using Meta Business Suite outside of regular work hours, gaining hands-on experience in campaign setup, audience targeting, and performance tracking to improve ad effectiveness and reach.

EDUCATION

FEG "Antoine de Saint - Exupéry"

Focused on English and French language studies
2015-2020

Paisii Hilendarski University of Plovdiv

Software technologies and design
2020-2024

Main subjects:
- Web Design
- Analysis of IT Markets
- Digital Image Processing (Adobe Photoshop)
- Video and Animation Creation & Editing (Adobe Premiere Pro, After Effects)
- Mobile App Design
- Mobile App Programming